

The Beautiful Chrysler **WINDSOR DELUXE**



THE BIG CAR IN THE MEDIUM PRICE FIELD

THE **Chrysler**
Windsor Deluxe

BEAUTIFUL CAR IN AMERICA

A Beautiful Car...a BIG CAR...The *Finest Car*
in the Medium-Price Field!



SUPREMELY BEAUTIFUL to look at . . . and an equally beautiful car to drive! Here, in the exciting new Chrysler Windsor Deluxe for 1954, you have the lowest-priced *really fine car* in America—a car that is 100% Chrysler in quality, beauty, prestige, and performance!

As you glance through the pages you will see dozens of new features to delight the eye . . . details of decor and appointments that tell you plainer than words what a desirable motorcar this new Chrysler Windsor Deluxe is.

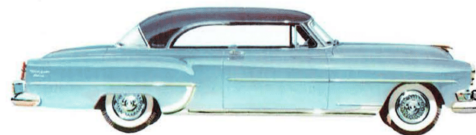
But wonderful as all these new details of styling and design may look, they are but a foretaste of even more thrilling discoveries that await you behind the wheel!

Now, at least cost, you can enjoy the advantages of the greatest fully-automatic transmission yet perfected . . . Chrysler POWERFLITE! Already, this remarkable new “drive” is recognized as the simplest, smoothest, quickest

way to drive without shifting and without a clutch. Its tremendous getaway and acceleration provide you a safety and control on the road that is quite beyond the power of any other type of transmission on the market today.

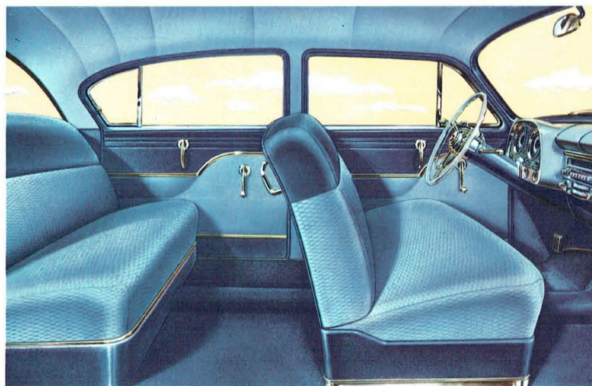
Power Brakes . . . Full-time Power Steering . . . you can enjoy these, too, in the beautiful new Windsor Deluxe. Combined with the famous performance of the most respected powerplant of its kind in any car in the world—the high-compression Chrysler Spitfire engine.

These are things you cannot possibly appreciate until you actually *get in and drive* this car. We warmly invite you to do just that—at your early convenience. The stunning '54 Windsor Deluxe comes in many body types. Their radiant new exterior colors, alone, will captivate you; their inner richness and luxury surpass all expectation. We are immensely proud of these cars—drive one and see why!



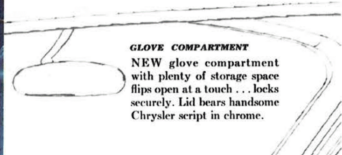
BEAUTY

Luxurious interiors — tailored-to-taste — in rich fabrics and with expert craftsmanship. And there is solid comfort, too, in the chair-height seats, the deep cushions, and plenty of headroom and legroom.



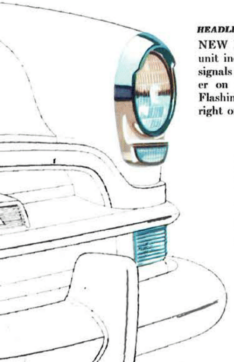
GLOVE COMPARTMENT

NEW glove compartment with plenty of storage space flips open at a touch . . . locks securely. Lid bears handsome Chrysler script in chrome.



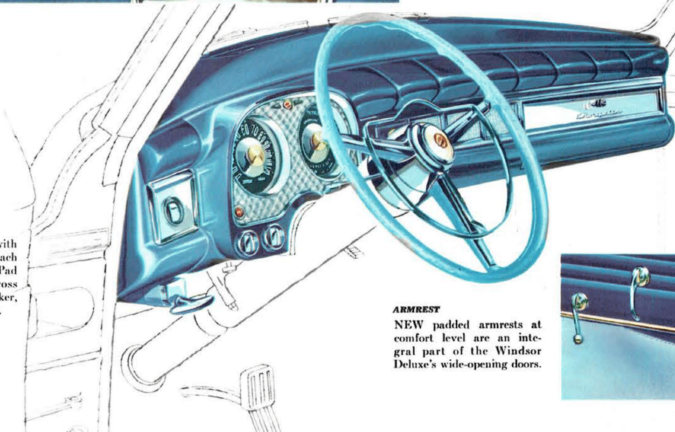
HEADLIGHT

NEW hooded headlight unit includes directional signals controlled by lever on steering column. Flashing signal indicates right or left turn.



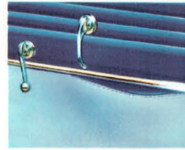
INSTRUMENT PANEL

NEW instrument panel with easy-to-see, easy-to-reach controls. Safety Crash Pad extends completely across the dash panel . . . thicker, more luxurious than ever.



ARMREST

NEW padded armrests at comfort level are an integral part of the Windsor Deluxe's wide-opening doors.



THE SIX PASSENGER SEDAN



THE NEWPORT



← SMART

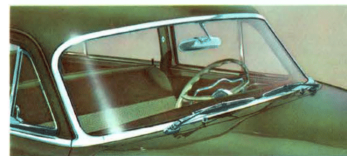
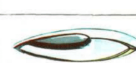
One of the smartest interiors you will find on any car is the beautiful upholstery combination illustrated on the left, which is one of a wide variety of choices available on the Newport for your selection.



GAS CAP FILLER

NEW gas cap filler, smartly finished in paint, is conveniently located on left side of rear deck sill. Easier filling from either side.

Merely pull the handle toward you, and the wide, massive door swings open easily — and closes securely, just as easily. →

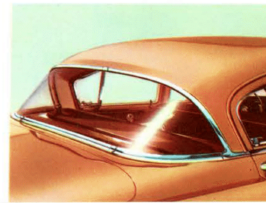


WINDSHIELD

NEW one-piece curved windshield provides sweeping visibility, to the front and to the sides, without glare or distortion . . . and you can see over hood! ↑

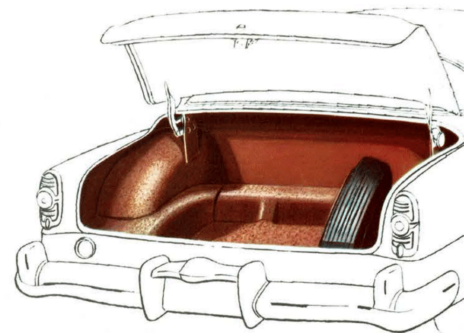
CLEARBAC WINDOW

NEW Clearbac rear window, another Chrysler safety feature, affords even greater visibility than ever . . . without blind spots. Panoramic sweep of glass adds to rear-end beauty of the car. →



TRUNK STORAGE

NEW luggage compartment is 44% larger than even previous designs. Counter-balanced lid open with "push button" ease. The jack is spring-anchored behind the spare tire. ↓

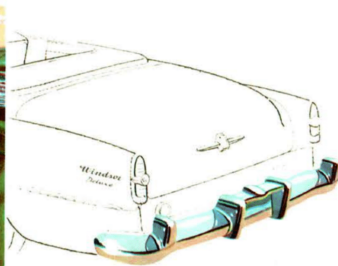
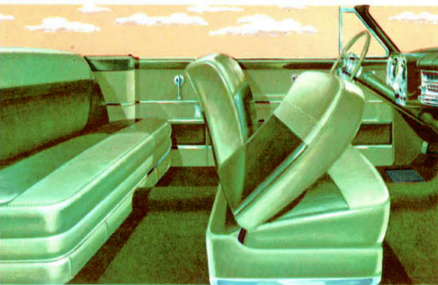




THE CONVERTIBLE

TAILORED-TO-TASTE

On the beautiful Convertible Coupe, there are eight smart upholstery combinations and a long list of exterior paint colors, stunning greens, in various hues; blues, light, dark, or medium; red; cream; and many other gorgeous colors.



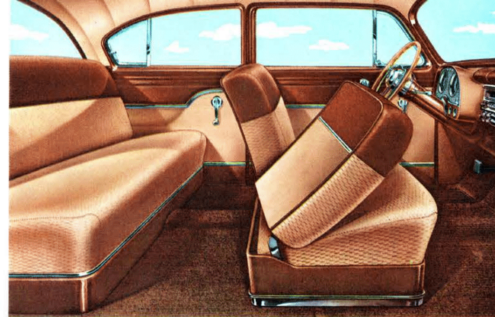
NEW BUMPER

NEW massive chrome bumpers of convex design emphasize the commanding end-on beauty of the '54 Windsor Deluxe. Heavy bumper guards afford extra protection.



FRONT SEAT ADJUSTMENT

NEW broad front seats are quickly and easily adjustable to suit driver convenience and comfort and to insure a better view of the road.



SOLEX GLASS

NEW Solex window glass (optional) is scientifically designed and tinted to reduce glare and eyestrain and absorb sun's heat. ↓



TAIL LIGHT

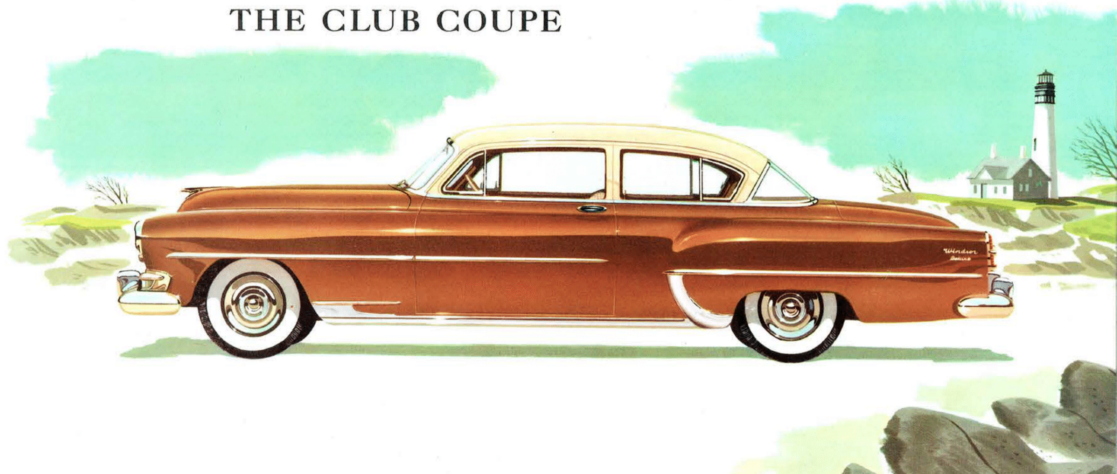
NEW tail light assembly incorporates back-up light, directional signal, stop and parking light in a single handsome unit. ↓



WINDOW LOCKS

NEW ventilating windows are equipped with tamper-proof latch locks. Simply pull down the handle and it is locked. ↑

THE CLUB COUPE

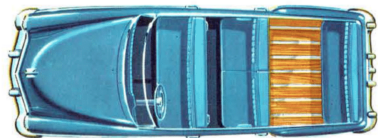


The Smartest Station Wagon on the Road!

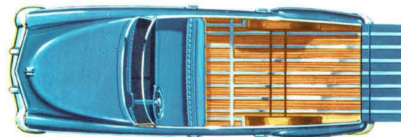
The Chrysler Town & Country Wagon has long been regarded as the smartest station wagon built in the Industry today. It is the perfect blending of smart elegance with the utmost utility. Its all-steel body provides the security that the thoughtful car owner demands. And the ingenious design of its interior features and its richly tailored upholstery and appointments make it equally "at home" on the avenue, in the suburbs, up in the North woods, or on the farm. It is mounted on the 125½-inch wheelbase chassis. Chrysler Power Brakes are standard equipment. White Sidewall Tires and Wire Wheels are available as optional equipment.



The interior is trimmed in a beautiful Leathercloth material that is very durable and easily cleaned. It is available in a Brown and Tan combination, and in a Two-Tone Blue combination of smart styling and richness. Windows on all four doors are equipped with Ventilating Wings which permit comfortable ventilation throughout the car. Tailgate window can be lowered.

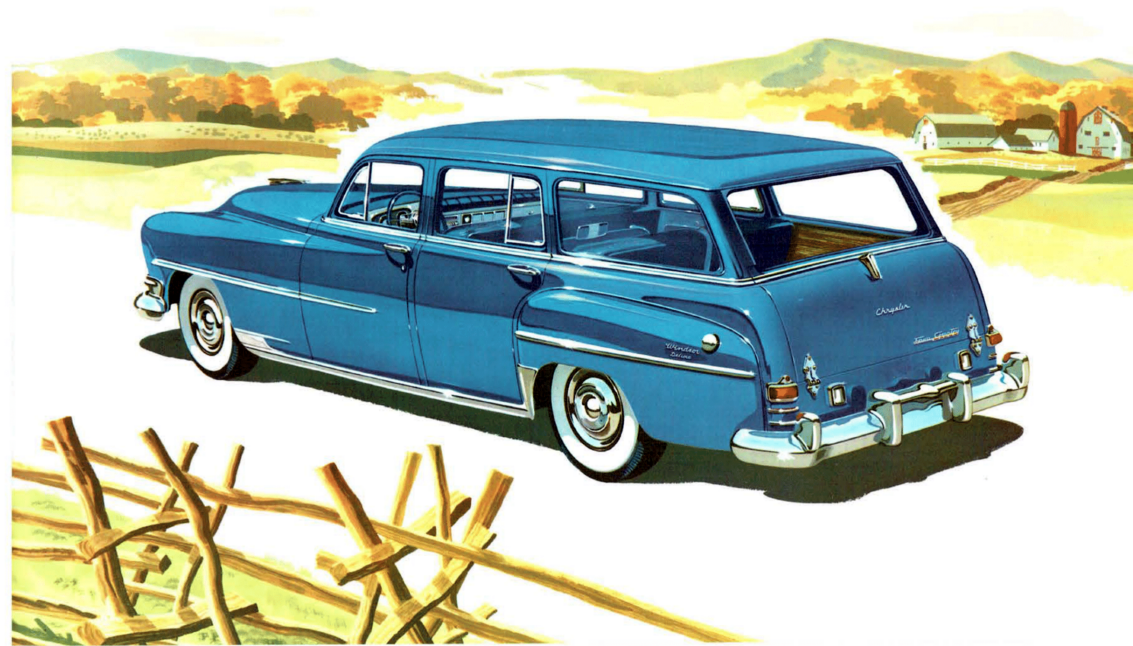


The wide front and rear seats will comfortably accommodate six passengers. Either, or both sections of the rear seat can be folded forward for more storage space. Removable seat in rear compartment for children is optional equipment.

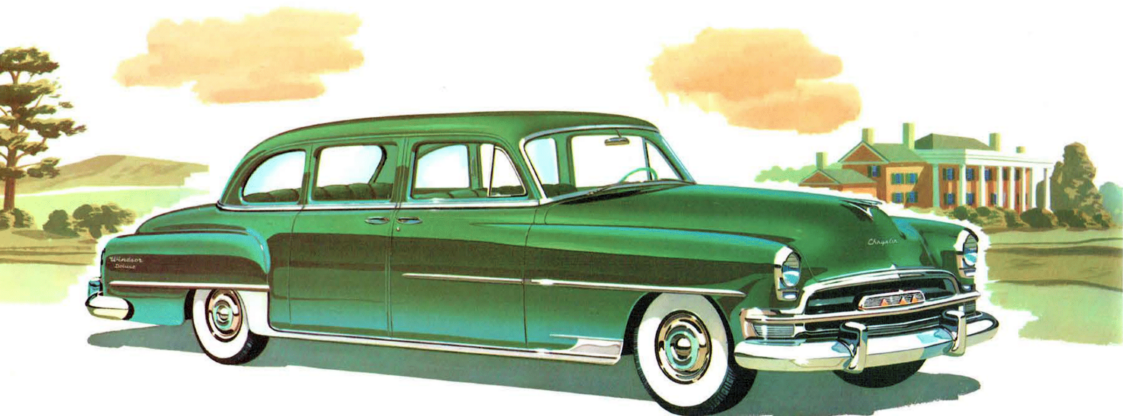


The tailgate lowers flush with the floor for easy loading or unloading. Storage space is 47 inches wide; 35 inches high; and 75 inches long. With rear seat folded forward, and tailgate lowered, storage space is 116 inches in length.

THE TOWN & COUNTRY WAGON



THE EIGHT PASSENGER SEDAN



A LUXURIOUS CAR

Without a peer both for its spacious comfort and gracious luxury, the magnificent Windsor Deluxe 8 Passenger Sedan brings a new distinction to the American highway for 1954. Wide, deeply-cushioned auxiliary seats, allowing spacious knee-room, fold forward out of the way when not in use. Convenient assist handles and ash tray-with-lighter on back of front seat. Handy ash trays are mounted in both rear seat armrests.



ENGINEERING FEATURES

CHRYSLER'S GREAT NEW POWERFLITE TRANSMISSION —

Most advanced of all fully-automatic transmissions . . . introduced by Chrysler to free you from strain, tension, and all gear-shifting work! It lets you pass other cars more safely . . . slip through traffic with new-found ease . . . master the steepest grades with greater surety. And new PowerFlite is so simply, so sturdily built that it's by far the easiest transmission of all to service!

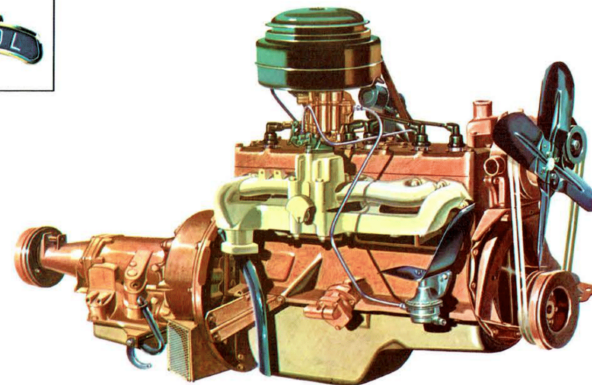
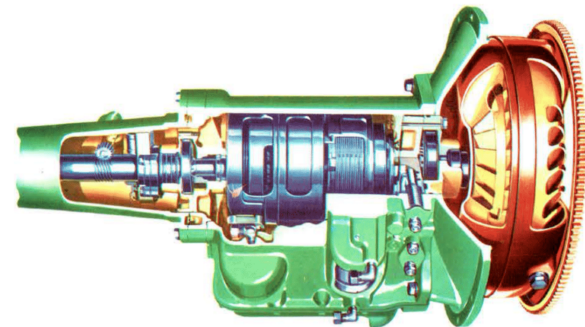
SIMPLIFIED "DRIVE" SELECTION —

With Chrysler's new PowerFlite transmission you can drive all day without shifting *and with a minimum of effort!* Neutral (N) on the new-designed quadrant, mounted on steering column, divides Reverse (R) from the forward ranges . . . you don't have to shift through a forward gear to reach Reverse, as is the case with many other types of transmissions! Drive a Windsor Deluxe with this great new "no-clutch" — "no-shifting" transmission before you buy any car. Available on the Windsor Deluxe Model at moderate extra cost.



FAMOUS SPITFIRE ENGINE PERFORMANCE—

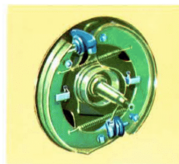
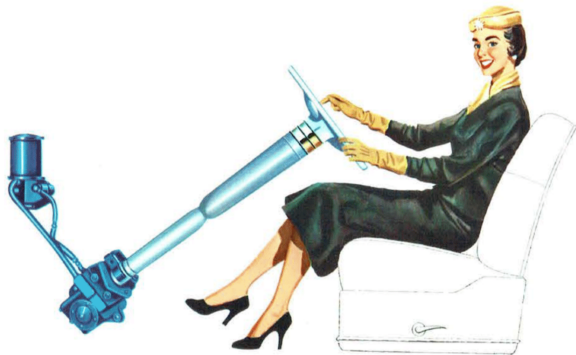
With Spitfire, you command an engine whose reputation for smooth, dependable power and response . . . long life and daily economy . . . is second to none in the industry. Such advanced engineering features as waterproof ignition, Superfinished parts, crankcase ventilation, automatic heat control and many others, give you performance that's absolutely without equal in the medium-priced field!



CHRYSLER FULL-TIME POWER STEERING →

Just imagine turning the wheels on your car from side to side, their full travel, while the car is standing still, with only *one finger* on the spoke of the steering wheel! Compare this easy, effortless *hydraulic* Power Steering with the tugging, the strain, the real work of parking and steering the car with the ordinary manual steering mechanism, and you will realize why Chrysler *full-time* Power Steering is regarded as the greatest convenience and safety feature ever developed for the motor car.

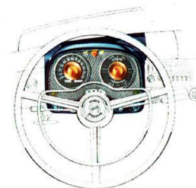
Here's *power* steering that's on the job every minute to keep you safer and give you better control and absolute road-feel! It does 80% of all the work of parking and steering for you *all the time*—every minute the engine is running—and not "part-time," as in other power steering units. Power Steering is available on the Windsor Deluxe Model as optional equipment with Chrysler PowerFlite Drive.



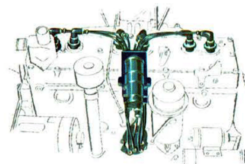
**SAFEGUARD
HYDRAULIC BRAKES**
Smooth, sure stops every
time! Chrysler brakes
have big 12-inch drums,
need but gentle pressure!



**INDEPENDENT
PARKING BRAKES**
Holds car firm even on
steepest inclines . . . just
pull conveniently located
T-handle under dash.



**NEW INSTRUMENT
CLUSTER**
Dials and controls are
grouped so you can read
them at a glance . . . or
reach them on the instant!



**WATERPROOF
IGNITION**
Sure starts, no stalling,
in wet or damp weather
or on flooded streets. All
ignition parts are fully
protected!



FULL FLOW OIL FILTER
Safeguards engine by
removing dirt and other
harmful abrasive parti-
cles from the engine oil.
Every drop of the oil is
filtered.



**IGNITION-KEY
STARTING**
Turn ignition key and
engine starts . . . electri-
cal accessories are
temporarily "cut-out",
leaving full battery
power for starting!



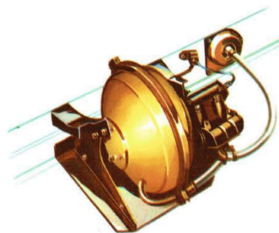
**OIL-BATH AIR
CLEANER**
Cleans air, traps dust and
dirt, before it enters the
carburetor—an impor-
tant factor in Spiffie's
great performance!



**ORIFLOW SHOCK
ABSORBERS**
Double-strength protec-
tion for your car and
extra smooth riding for
you . . . over all roads!



**ELECTRIC
WINDSHIELD WIPERS**
Constant-speed opera-
tion for your safety . . .
they won't slow down
when you "step on the
gas"!



← POWER BRAKES FOR SAFETY AND EASY CONTROL

Chrysler Safe-Guard Hydraulic Brakes have long been recognized as the finest brakes in the Industry and one reason for this well-earned reputation is the Power Brakes, which were first introduced on Chrysler eight cylinder powered cars in 1932, and are now available as extra equipment on Windsor Deluxe body styles (standard on the Windsor Deluxe 8 Passenger Sedan and Town & Country Wagon).

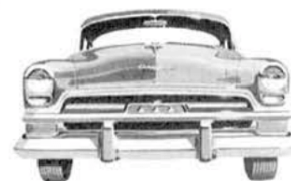
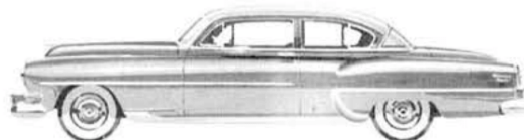
This time-tested and proved mechanism insures greater braking efficiency at all times, with the minimum pressure on the brake pedal, which means greater safety, and more complete control of the car, in traffic and on cross-country driving. It also means less fatigue and more pleasure.

CHRYSLER SAFETY-LEVEL RIDE →

Chrysler cars are noted for their comfort, for their smooth-riding qualities over all kinds of roads. It's the Safety-Level Ride—a combination of many engineering features such as front coil springs and tapered-leaf rear springs; Oriflow Shock Absorbers; the location of the seats *between* the axles; and others, which make it the smoothest, most comfortable ride you have ever experienced.



SPECIFICATIONS



BODY STYLES—6 Passenger Sedan, Club Coupe, Convertible Coupe, Newport (hardtop), Town & Country Wagon and 8 Passenger Sedan.

ENGINE—High Compression *Spitfire* L-head 6 cylinder. Bore & Stroke 3-7/16 in. x 4 3/4 in. Displacement 265 cu. in. Compression Ratio 7.0 to 1. Brake Horsepower 119 at 3600 rpm. Torque 218 ft. lbs. at 1600 rpm. Full-Flow Oil Filter; Oil-bath Air Cleaner; Waterproof Ignition; Exhaust Valve Seat Inserts; Crankcase Ventilation; Full-pressure Lubrication; Floating Screen Oil Intake; Automatic Manifold Heat Control; 3 Floating-Power Engine Mountings; Silent, chain-driven Camshaft; Counterbalanced Crankshaft with rubber-cushioned Vibration Damper; Aluminum-alloy Pistons with U-slot, cam-ground, tin-plated finish; High Manganese Steel Piston Pins; High Manganese Forging Steel Connecting Rods with Babbitt on Steel Precision Bearings.

FUEL SYSTEM—Down-draft Carburetor with Automatic Choke and Intake Manifold Heat Control; Mechanical Fuel Pump; Oilite Fuel Filter in gas tank; Heavy-duty Oil-bath Air Cleaner and Silencer; Capacity 17 gallons.

COOLING SYSTEM—Thermostatic by-pass Temperature Control; Four-bladed fan; Full-length Water Jacket Cooling around cylinders; Cellular Radiator Core; Capacity 15 quarts.

ELECTRICAL SYSTEM—High capacity Generator; Charging rate 45 amp; 17 plate 120 amp. hr. capacity 6 volt Battery; Resistor Spark Plugs; Automatic Advance spark; Solenoid-engaged Ignition-key Starter Switch; Back-up Lights; Directional Signals; Cigar Lighters; Sealed-Beam Bull's-Eye Head Lights; Waterproof Ignition; Electric two-speed Windshield Wipers; Electric Window Lifts available at extra cost on all Body Styles.

TRANSMISSION—Standard manual; Three forward and one reverse speed; Helical, synchro-mesh gears. *PowerFlite* fully-automatic torque converter with two-speed planetary gear set available at extra cost; Torque converter starting ratio 2.6 to 1; Combines with planetary gear ratio to give 4.47 to 1 breakaway gear ratio. Upshift automatically at 15 to 65 mph.; Downshift automatically at 11 mph.; Instantaneous passing gear.

DRIVE—Hotchkiss type through rear springs. Hypoid rear axle gears. Rear Axle Ratios: Standard transmission 3.9 to 1; *PowerFlite* 3.73 to 1; Town & Country Wagon with standard transmission 3.91 to 1; with *PowerFlite* 3.73 to 1; 8 Passenger Sedan with standard transmission 4.1 to 1; with *PowerFlite* 3.91 to 1.

FRONT SUSPENSION—Independent Anti-Roll front wheel suspension with Amola steel helical coil springs; Four rubber limit bumpers; Rubber-bushed torsion rod stabilizer; Two Oriflow Shock Absorbers.

REAR SUSPENSION—Semi-elliptic springs with grooved and tapered leaves; Metal spring covers; Straddle-mounted Oriflow Shock Absorbers; Improved spring front mount.

STEERING—Center-arm steering with equal length tie rods; Overall steering ratio 25.8 to 1 (16.2 to 1 with *Power Steering*); Chrysler *full-time* *Power Steering* available at extra cost on all Body Styles equipped with *PowerFlite* transmission.

BRAKES—Chrysler Safe-Guard Hydraulic 12 in. diameter, internal expanding, Cyclebonded linings; Two cylinders on each front wheel; Centrifuge drums; Chrysler Easi-Lock independent parking brake located on transmission drive shaft; *Power Brakes* standard equipment on Town & Country Wagon and 8 Passenger Sedan; Available on other Body Styles at extra cost.

WHEELS AND TIRES—Chrysler Safety-Rim Wheels; 15 x 5.50 rim with 7.60 x 15, 4 ply Supercushion tires; 8.20 x 15 on 8 Passenger Sedan; White Sidewall tires and 6 ply tires available at extra cost. Chrome Wheel Covers standard equipment. Chrome Wire Wheels available at extra cost.

WHEELBASE—125 1/2 inches, 139 1/2 inches on 8 Passenger Sedan.

TREAD—Front 56-5/16 inches; Rear 59 5/8 inches.

OVERALL LENGTH—215 5/8 inches; 226 3/4 inches on 8 Passenger Sedan.

OVERALL WIDTH—77 1/2 inches; 80 1/8 inches on 8 Passenger Sedan.

OVERALL HEIGHT (Loaded) 62 1/2 inches.

SOLEX GLASS—Heat-resisting and glare-reducing. Available at slight extra cost on all Body Styles.

All prices and specifications subject to change without notice

CHRYSLER DIVISION • • DETROIT

